

Message Text

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SINGAPORE FOR USIMC

1. EMBASSY/IMC AGRI-BUSINESS RESEARCH STUDY CITED SEVERAL FARM IMPLEMENTS AS HAVING GOOD SALES POTENTIAL. THIS CONCLUSION HAS BEEN RECONFIRMED BY COMPARING NOTES WITH REPRESENTATIVES OF JOHN DEERE AND ITS LOCAL AGENT, EAST ASIATIC CO., WHO RECENTLY COMPLETED A SURVEY EXAMINING THE IMMEDIATE AND LONG TERM MARKET POTENTIAL FOR SEVERAL TYPES OF FARM IMPLEMENTS. FOLLOWING ARE BEST PROSPECTS.

2. DISC PLOWS (AND HARROWS) - AS MORE IRRIGATED LAND COMES INTO USE, THE NEED FOR FORMED LEVEL LAND INCREASES. REVERSIBLE DISC PLOWS FOR THE SMALL PLOTS, HARROWS FOR THE LARGE ONES, BECOME NECESSARY TO MAINTAIN THE LEVEL LAND. DESPITE LOCAL PRODUCTION, THERE APPEARS TO BE A GROWING NEED FOR THE IMPORTED DISC WHICH NORMALLY ARE MADE OF A HARDER STEEL THAN THOSE PRODUCED LOCALLY.

3. COMBINES - USE OF SMALL TRACTOR PULL-TYPE COMBINES IS
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INCREASING, PARTICULARLY JYYPHARVESTING OF CORN, SORGHUM AND RICE. CANE HARVESTERS PROMISE LESS POTENTIAL SALE OPPORTUNITIES SINCE THAILAND SIGNED THE INTERNATIONAL SUGAR AGREEMENT. MEMBERSHIP IN ISO HAS ACTUALLY RESULTED IN A CONTRACTION OF THE CANE ACREAGE AND A DECLINE IN OVERALL SUGAR PRODUCTION.

4. PLANTERS - JOHN DEERE'S STUDY REVEALS TRACTOR PULL-TYPE

PLANTERS COSTING BETWEEN \$1,200 AND \$1,600 SHOW REAL PROMISE AND HAVE THE BEST SALES POTENTIAL OF THE TRACTOR PULL-TYPE FARM IMPLEMENTS. U.S. PLANTERS IN THIS PRICE RANGE CAN COMPETE EFFECTIVELY WITH SIMILARLY PRICED JAPANESE PRODUCTS WHICH ARE CONSIDERED TO BE INFERIOR IN QUALITY AND PERFORMANCE.

5. TRACTORS - THERE IS A MARKET IN THAILAND FOR APPROXIMATELY 4,000 MEDIUM POWERED TRACTORS ANNUALLY AND A MINISCULE MARKET FOR THOSE WITH VERY LARGE HORSE POWER. THE LARGEST SEGMENT OF THE MARKET IS SATISFIED BY THE 45 AND UNDER HORSE POWER TRACTORS. WHILE U.S. MADE GARDEN TRACTORS ARE PERHAPS HIGHER PRICED THAN ITS COMPETITORS (AND THAILAND IS VERY PRICE CONSCIOUS) INFORMED SOURCES OPINED THAT WITH AN AGGRESSIVE PRODUCT DIFFERENTIATED MARKETING PROGRAM, EMPHASIZING PRODUCT QUALITY AND ADVANTAGES, U.S. SUPPLIERS WOULD FIND A VERY RECEPTIVE MARKET. WHITEHOUSE

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